

## ABSTRACT

In a preferred embodiment of the present invention, although not necessarily limited thereto, the system of the present invention may function in the context of an internet based commercial real estate brokering system. In such a system, potential buyers, sellers, lessors and lessees list and respond to offerings having characteristics as described in connection with the 5 listings. For example, a potential landlord may, through interaction with the system of the present invention, list one or more buildings for lease. Communication and interaction may occur on an anonymous basis such that the potential landlord is unaware of the actual identity of the prospective tenant and vice versa until such time as one or the other or both decide to reveal 10 their identity. It is also possible to avoid the need to reveal any contact information associated with either party (including, for example, email addresses, phone numbers, addresses, etc.) until such time as a party wishes to disclose such information. Another aspect of the system of the present invention provides users of the transaction system as well as the operator thereof with the ability to conveniently and accurately track orders and renewals of listings. All that is necessary 15 from the advertiser's point of view is to select and activate the "reply" button on, for example, the advertiser's email application screen. Once this is done, a reply email is sent to and received by the system of the present invention and, based upon the specific "reply to address", the system processes the reply and carries out the automated billing process.

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